

## ABSTRACT

The changing behavior of customers from shopping directly to shopping via e-commerce website has many impacts in the surroundings. Nowadays, customers prefer buy their needs via online rather than going to the shop. The advance of technology has a really big impacts in changing the customer's behavior. Such as people prefer to do self-service, saving the time by buying online and many simpler activities to fulfil their needs. It is common activities to see salesperson assisting, pursuing and help their customers when they are shopping directly to the shop. However, as in digitalized market, it is not common to feel the presence of salesperson to help their beloved customers. The shifting on direct role of salesperson into digitalized role of salesperson is still questionable in this field. As a strong role for connecting the relation between the customer and the company salesperson could be disappeared due to this advance technology shifting. Through this study, researchers would like to know more whether in this modern era, modern people and also the way of modern thoughts is still needed the role of salesperson or not in this digital era especially when purchasing via e-commerce website. Researcher would like to measure this level of neediness of role of salesperson from some factors which are product information, brand awareness and also customer satisfaction.

**Keywords: Salesperson, digital marketing, e-commerce, customer, product information, brand awareness, customer satisfaction**

## INTISARI

Perubahan perilaku pelanggan dari berbelanja langsung ke berbelanja melalui situs web e-commerce memiliki banyak dampak di sekitarnya. Saat ini, pelanggan lebih suka membeli kebutuhan mereka melalui online daripada pergi ke toko. Kemajuan teknologi memiliki dampak yang sangat besar dalam mengubah perilaku pelanggan. Seperti orang lebih suka melakukan swalayan, menghemat waktu dengan membeli online dan banyak kegiatan sederhana untuk memenuhi kebutuhan mereka. Merupakan kegiatan umum untuk melihat tenaga penjual membantu, mengejar, dan membantu pelanggan mereka ketika mereka berbelanja langsung ke toko. Namun, seperti di pasar digital, tidak lazim merasakan kehadiran tenaga penjualan untuk membantu pelanggan tercinta mereka. Pergeseran peran langsung tenaga penjualan ke peran tenaga penjualan yang digital masih dipertanyakan dalam bidang ini. Karena peran yang kuat untuk menghubungkan hubungan antara pelanggan dan tenaga penjualan perusahaan dapat dihilangkan karena pergeseran teknologi canggih ini. Melalui penelitian ini, peneliti ingin mengetahui lebih lanjut apakah di era modern ini, orang-orang modern dan juga cara berpikir modern masih diperlukan peran tenaga penjual atau tidak di era digital ini terutama ketika membeli melalui situs web e-commerce. Peneliti ingin mengukur tingkat kebutuhan peran wiraniaga dari beberapa faktor yaitu informasi produk, kesadaran merek dan juga kepuasan pelanggan.

**Keywords: Pramuniaga, pasar digital, e-commerce, pelanggan, informasi produk, kesadaran merek, kepuasan customer**